NEXT GENERATION INTERNET

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NGI TETRA

D6.3 PROJECT'S STATIONERY

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Document Revision History

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* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.

EXECUTIVE SUMMARY

LOBA, as WP6 Leader, in close collaboration of the consortium, will be responsible for managing communication and dissemination activities throughout the project's implementation period. For the success of the communication and dissemination of the TETRA Project, strong and appealing materials should be developed. According to the strategy defined, LOBA will be responsible for developing a strong brand and all the material necessary for efficient communication and dissemination of the project. The use of communication and promotional materials will boost brand awareness. Following that, LOBA already created and designed the project's stationery, which are presented in this report.

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1   INTRODUCTION

This document represents deliverable "D6.3 – Project's Stationery" developed under WP6 Dissemination and communication, Task 6.2: Visual development and supporting material. It aims to present the results concerning the development of stationery of the TETRA Project.

Until now, the stationery includes:

- Business cards;
- Letterhead paper;
- Email signature;
- Folder.

2 STATIONERY

In the following section the stationery is presented.

2.1   BUSINESS CARDS

A business card was designed for presenting contact information, to provide an easy and professional way for other people to get in touch with TETRA partners. The card includes the project logo, name of person, company, role, email and skype ID. Each partner will have an individual business card.
A mock-up of the business cards is available in Annex 5.1.

2.2. LETTERHEAD PAPER

The TETRA letterhead paper is an A4 paper displaying the project logo, consortium's short names, TETRA contacts and EU emblem. It was produced for taking notes at events and project meetings. It shall be included in the folders and distributed among all participants during events. This letterhead paper can also be used to print official TETRA documents.
A mock-up of the letterhead paper is available in Annex 5.2.

2.3. EMAIL SIGNATURE

The email signature was created for official communications of the project, for example, the distribution of a survey, announcements, etc. The signature identifies the person and organisation, as well as the contact information of the project including the website and email.
A mock-up of the email signature is available in Annex 5.3.

2.4. FOLDER

The folder is a useful promotional tool to be used at events and meetings. It can be used for different needs and purposes, like internal meetings or to offer a promotional kit to participants. The folder follows the visual identity of the project and presents the main information about TETRA project, partners' information, contact information and EU emblem.
A mock-up of the folder is available in Annex 5.4.

3   TETRA AND NGI VISUAL IDENTITY

At M1 (May 2019), before NGI branding guidelines were shared with TETRA, LOBA already designed the visual identity of the project and related branding guidelines.

FIGURE 1: TETRA OLD LOGO

Consequently, TETRA initial project stationery was developed according to the old TETRA branding guidelines, without including NGI visual identity as one can see in section 3.1.

At M2 (June 2019), as one can see in section 5 Annex, TETRA stationery and all promotional and communication materials include the Next Generation Internet initiative logo and visual identity.

TETRA logo itself was re-created in compliance with NGI branding guidelines under the co-branding section: NGI logo was included in cartridge, with "arrow" and text on the right, as is presented below:

FIGURE 2: TETRA NEW LOGO

The gradient of the final TETRA logo was chosen basing on the main colours of the previous version, namely: red (R238 | G72 | B101) and blue (R76 | G199 | B230).
Whenever possible, NGI logo will be included in TETRA promotional materials in explicit version (as in the TETRA folder mock-up in section 5).

3.1   STATIONERY WITH OLD TETRA LOGO
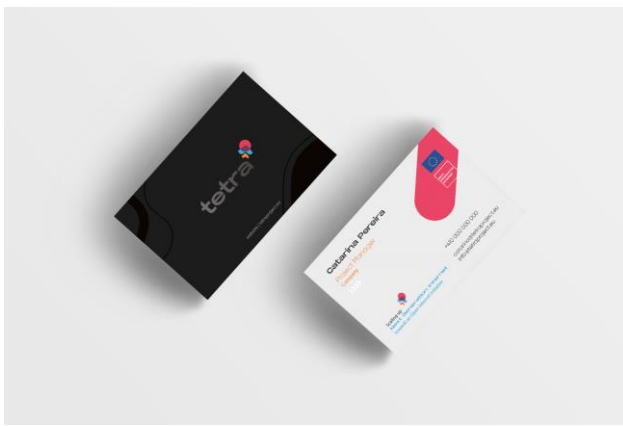
3.1.1   Business Cards

FIGURE 3: BUSINESS CARDS - TETRA OLD LOGO

3.1.2   Letterhead paper

FIGURE 4: LETTERHEAD PAPER - TETRA OLD LOGO

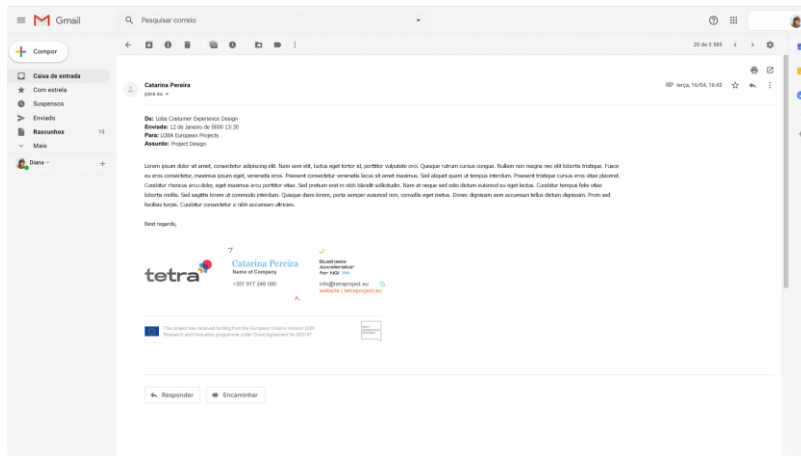### 3.1.3 Email signature

FIGURE 5: EMAIL SIGNATURE - TETRA OLD LOGO

3.1.4 Folder

FIGURE 6: FOLDER - TETRA OLD LOGO

4 CONCLUSIONS

Stationery allow people to see our project and leave a tangible impression of us. The materials that we produce are the voice of our project which sends out our message loud and clear to the stakeholders. The stationery is an important type of communication tool to be used during formal or informal situations. After completing the production of all the materials, they will be sent from LOBA to all partners, to be distributed by the consortium during TETRA dissemination and communication activities. Additional promotional materials such as brochures, roll-ups, flyers, etc. should be developed until the end of the project in synergy with T2.2: Creating/packaging value proposition for the OII projects including their recruitment and engagement.

5   ANNEX

5.1   BUSINESS CARDS

FIGURE 8: BUSINESS CARD - FRONT

FIGURE 9: BUSINESS CARD - BACK

FIGURE 7: BUSINESS CARD - FRONT AND BACK

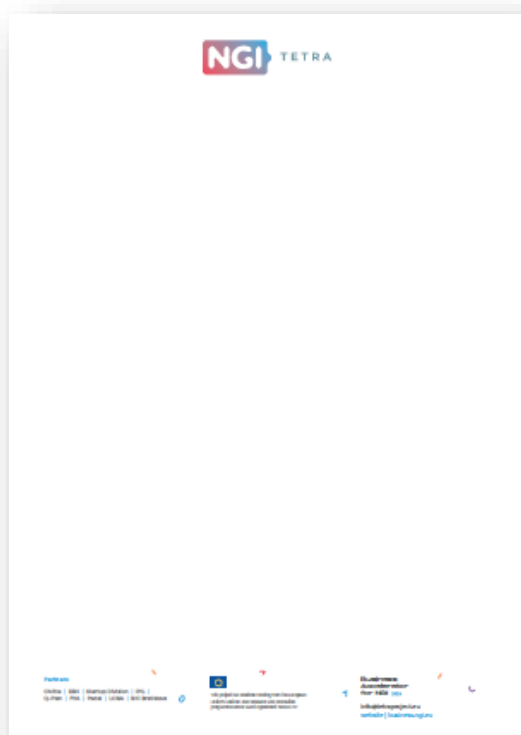## 5.2   LETTERHEAD PAPER

FIGURE 11: LETTERHEAD PAPER - TETRA NEW LOGO (1)

FIGURE 10: LETTERHEAD PAPER - TETRA NEW LOGO (2)

5.3   EMAIL SIGNATURE

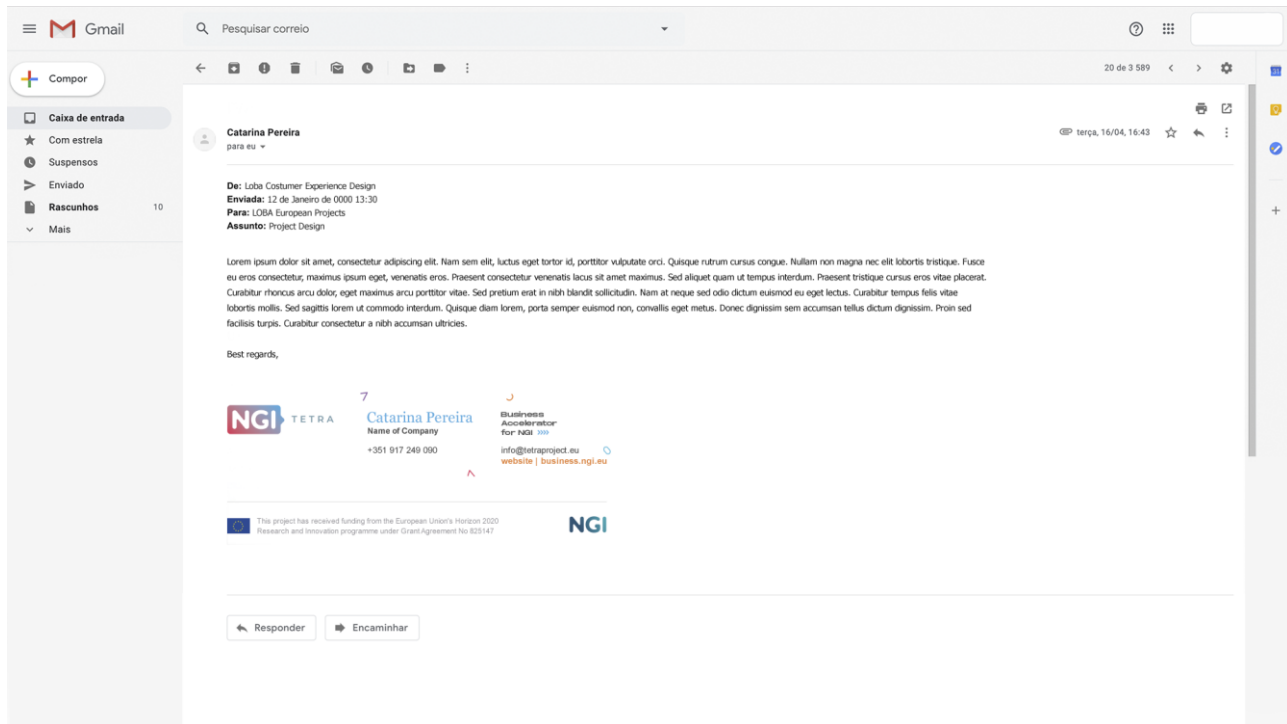FIGURE 12: EMAIL SIGNATURE - TETRA NEW LOGO
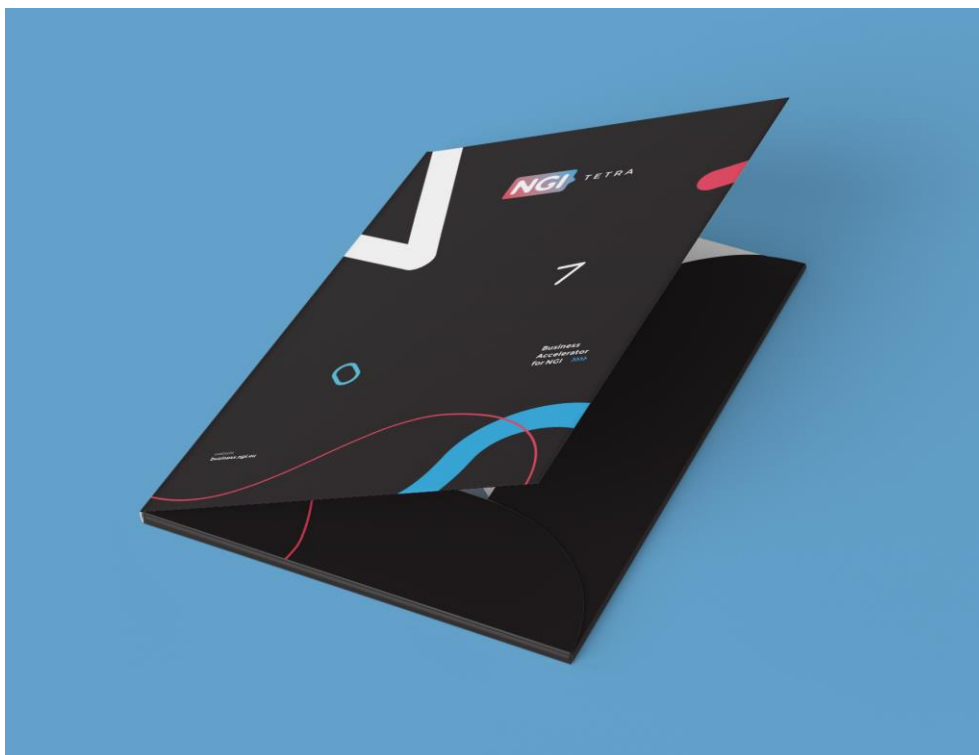
5.4 FOLDER

FIGURE 13: FOLDER - TETRA NEW LOGO (UNFOLDED)

FIGURE 14: FOLDER - TETRA NEW LOGO (FOLDED)